



Holding the World Together, One Child at a Time™

MommyCast Press Release

For Immediate Release

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"MOMMYCAST" NAMED 2007 BEST PODCAST BY APPLE'S ITUNES

WASHINGTON, DC - 01/08/2007 – MommyCast®, at MommyCast.com, one of the most popular shows on the web, by and for women immersed in the fullness of motherhood and life, is the recipient of wonderful year end praise. Apple's iTunes recently announced the 2007 Best Podcasts. MommyCast, along with 50 other deserving podcasts was named as one of 2007's Best Podcasts! Part of iTunes' ongoing effort to promote deserving podcasts, both from "indies" and established media organizations and "big name brands," Apple has collected their "Best Of" list to celebrate this success.

Both Paige Heninger and Gretchen Vogelzang, Co-Hosts of MommyCast, expressed their appreciation to Apple, iTunes, their listeners, and fellow podcasters. According to Paige, "Lots of great audio and video podcasts are mentioned, and this list is a great place to start for anyone new to podcasting, but iTunes has many many more to check out, and we're proud to be mentioned."

Co-hosted by Gretchen Vogelzang and Paige Heninger, and sponsored by Dixie Paper Products Company, among others, **MommyCast** is a highly sought after new media show. **MommyCast** is for moms aged 25-54, offering valuable information on community, health, home products, food and nutrition, education, technology and music.

MommyCast has recently launched the MommyCast and Friends Family Channel at Podango (Podango.com), which offers a network of family-oriented audio and video podcasts, with shows offering topics on home decorating, children's clothes, learning disabilities, technology, literature and music.

In a congratulatory statement from Podango President, Doug Smith, MommyCast was lauded as, "the jewel of family-oriented, new media programming, recognized by all as the destination for great content, and Apple agrees. Congratulations to MommyCast."

MommyCast is Proudly Represented by The Endeavor Agency, Beverly Hill, California.

MommyCast

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About MommyCast:

Started in March, 2005, MommyCast® has been featured in the Hollywood Reporter, Washingtonian Magazine, BusinessWeek, Variety magazines and the USA Today. Paige and Gretchen of MommyCast have also been interviewed by CNN, NBC, the BBC, Brandweek and the Wall Street Journal. MommyCast holds the distinction of being one of the first independent podcasts to land a major corporate sponsorship, which came via Dixie Paper Products Co., who continue to sponsor MommyCast to this day. They have also established themselves as a member of the Buena Vista Entertainment Press Corps and are sponsored by Disney Co., and the Walt Disney Studios for family fare DVD movie releases. MommyCast was the first podcast to do an enhanced podcast review of a movie, March of the Penguins, released by Warner Independent Pictures. MommyCast is proudly represented by The Endeavor Agency, Hollywood, California. MommyCast recently won the 2007 Webby, "Best Family & Parenting" site.



About Podango:

Podango is a new media broadcast platform that enables podcasters and advertisers to build audiences and connect with hard-to-reach, niche market segments. Supporting such hit shows as The Apple Phone Show and MommyCast Family & Friends Channel, Podango hosts over 1,000 video and audio shows—including a number routinely found among the top twenty-five podcast shows on iTunes—on a wide variety of interests and topics. The company's innovative Web broadcast platform features diverse shows distributed through a sophisticated set of syndication tools. Audio and video show hosts producing their own series of episodic video and audio content also share advertising revenue. In today's increasingly fragmented marketplace, Podango provides advertisers with the highly targeted audiences and immersive content opportunities critical to the success of business and consumer brands. Podango also owns and operates its own a state-of-the-art audio and video broadcast production studio in the Bay Area. For more information please visit: www.podango.com.

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